



Many may ponder how a clothing brand can be a way to fight discrimination. On the completion of her 30 years in the fashion industry, Humaira Khan decided that it was about time she took a step towards improving some of the negative outlook that exists in our society — body shaming.

ANIKINI

by Humaira Khan



The time has come when we should, and we must stop criticising women due to their appearance, or any kind of differences based on their look, skin tone, size etc. Anyone who is conscious should feel at ease about themselves, and how they feel in what they wear, and be comfortable from the inside.

"Body Dysmorphic Disorder is one of the biggest issues amongst teenagers. Being healthy is a different thing, but having an issue with yourself because society does not accept you is very wrong. So I thought we needed to take a step forward. My goal was bringing regular people into the store, and into my designing area. I know many people who do make plus size attires, but they do not talk about it. They do not put those people in the commercials or advertisements. Therefore, I decided that I want to break this stereotype," mentions Humaira.

ANIKINI by Humaira Khan is giving a platform to new designers who does not have a platform to showcase their designs. "In FDCB, I got a chance to interact with a lot of young designers with immense talent who did not have a personal set-up to display their clothes. Since then, I have been thinking of a way to meet the demand and supply chain for them, specially in terms of regular clothing and of course, in a fashionable way. I welcomed on board, all those who truly wanted to make a difference in the society. I wanted to give them the name and recognition they deserve," Humaira prompts happily.

ANIKINI by Humaira Khan is launching with a line of comfortable outfits, minimalised for regular wear. Materials being used are mostly cotton, linen, and a mixture of khadi that is light and breathable. "For now, we are targeting the mass people, the

ones who love our work, but under the assumption that designer wear is not within their range. At ANIKINI by Humaira Khan, women from all ages will find their style," said Humaira.

The designs at ANIKINI by Humaira Khan will remind people of batasha (local sweet delicacy). It is vibrant, crisp, weather friendly, and modest at the same time, while keeping the price very budget friendly. They have kept all the clothes separate, and not necessarily in the form of full outfits, so people can customise as they like. Therefore, people can decide what they would like to wear and how to wear them. Vibrant colours include lime, shocking pink, orange, bright/canary yellow. Many solids, straight cuts, along with some of biased cuts will be seen, along with designs incorporating some blocks, karchupi, embroidery and embellishment. For the ladies, there is a wide collection ranging from single tops, shirts to

shalwar kameez. Combine it with well-deigned dupattas and scarves and voila, a designer wear for this Eid.

Those looking for travel wear, ANIKINI by Humaira Khan is also a great choice, as their trendy and breathable wear is seamless for small vacations during Eid. Designs include a blend of both Eastern and Western clothes, including both silhouettes and colours. To put it simply, ANIKINI by Humaira Khan is not just a brand, but revolution aimed for all women from all backgrounds to make them comfortable and modern in her clothes.

By Mayesha Raidah
Photo courtesy: ANIKINI by Humaira Khan

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